PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y 10017

TO: Susan Alter DATE: March 18, 1987

FROM: Avery Krut

SUBJECT: Merit Blind Offer Taste Challenge

Two months after the offer was fulfilled, a short follow-up telephone interview was conducted among the smokers who claimed to have switched to a Merit packing in order to confirm their responses. The results indicated that four smokers, representing approximately 3% of the initial research sample, had actually switched to Merit. In all four cases, there was no prior experience with Merit. The chart below is a profile of those smokers.

		Regular Brand	
Sex	Age	Prior To Offer	Two Months After Offer
Male	42	Winston FF 100's	Merit 100's
Male	60	Salem FF 100's	Merit 100's Menthol
Female	39	Winston Ultra Lights 100's	Merit Ultra Lights 100's
Female	43	No specific brand	Merit Ultra Lights 100's

In another month, that is about three months after the promotion, a recontact study will be conducted among smokers who had stated in the original research study that they were "very likely" or "somewhat likely" to buy Merit without a coupon.

cc: I. Bick
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Source: https://www.industrydocuments.ucsf.edu/docs/rsjj0004